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EXAMINER	
AILES, BENJAMIN A	
ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	09/897,237	MUNENAKA ET AL.	
	Examiner	Art Unit	
	BENJAMIN AILES	2442	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *10 August 2009*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-8,10-17 and 19-26* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-8,10-17 and 19-26* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. This action is in response to correspondence filed 10 August 2009.

2. Claims 1-8, 10-17 and 19-26 remain pending.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 1-8, 10-17 and 19-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Angles et al. (US 5,933,811), hereinafter referred to as Angles, in view of Prust (US 6,735,623), and further in view of Cunningham et al. (US 7,353,267 B1), hereinafter referred to as Cunningham.

5. Regarding claim 1, Angles teaches a content managing system having a content managing portion comprising:

a content library for storing files of a plurality of contents provided by a content provider (Angles, figure 4, item 70);

a library managing unit which manages said content library (Angles, figure 4, item 18);

Angles teaches in column 14, lines 23-26 the advertisement provider computer having registration capabilities. The registration steps include obtaining information pertaining to users and storing this information about the user in a database utilizing a registration module. Angles teaches information being stored and remote access to this

information by the user (fig. 1, items 12 and 14) which is related to a user but does not explicitly teach (a) the ability to "store specific files for the user in an area assigned to each user." Angles teaches a method for statistics gathering wherein Angles utilizes an accounting database which tracks how often content is used (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7) but does not "count the period for which each content was stored or linked and creates a database containing the counted values."

(a) In related art, Prust teaches on the ability to store specific files for the user in an area assigned to each user wherein Prust teaches a method for providing a remote storage area specifically for users in a computer networking environment wherein it would be considered desirable to store files remotely. The remote storage device disclosed by Prust is divided so that each user is assigned a specific storage area. The user is then able to access the remote storage from different locations over a network communication line from a user terminal. The user is also able to copy and store data files in their storage area (Prust, column 1, lines 30-37). These aspects of Prust teach on the limitations of customer file storing and managing means and the communication of a user with a content managing portion over a network. Prust teaches that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user (Prust, col. 1, ll. 30-37).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to provide a "customer file storing means" (remote storage area) as disclosed by Prust, in combination with the registration and user database as disclosed

by Angles. One of ordinary skill in the art would have been motivated to make such a combination because of the benefit of being able to access data files from different locations (remote access). The combination of Angles and Prust teach on the content managing portion being operated remotely by a terminal unit of a user (fig. 1, items 12 and 14) so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user (Angles, col. 8, ll. 34-42, the requesting of content; Prust, col. 1, ll. 30-37).

(b) In related art, Cunningham teaches the utilization of an ad information table used in conjunction with an advertisement pool that stores advertisements that are shown to a client (col. 10, ll. 58-66). Cunningham teaches the replacement of oldest content first and tracks the time content is stored by at least knowing the age of content in the ad pool in order to know which content is considered the oldest (col. 10, line 62 – col. 11, line 3), and therefore teaches within the scope of the "managing portion determines the total period for which each content was stored or linked in each user area." Cunningham teaches further the "database containing the determined values" wherein Cunningham teaches the ad information table (col. 10, ll. 58-66). One or ordinary skill in the art at the time of the applicant's invention would have found it obvious to combine the utilization of an ad information table as taught by Cunningham with the content providing and user area as taught by Angles and Prust. One of ordinary skill would have been motivated to utilize the ad table taught by Cunningham wherein

Cunningham teaches the need for ads targeted at users that will hold the interest and attention and also ensure a fresh supply of advertisements (col. 3, ll. 3-10).

6. Regarding claim 2, Angles, Prust and Cunningham teach the content being advertisements (Angles, col. 2, lines 49-51).

7. Regarding claim 3, Angles, Prust and Cunningham teach the content managing system wherein the content provider can freely change, replace, and delete the file of a content provided to said content library (Angles, col. 13, lines 21-23 and col. 15, lines 20-42, Angles discloses the advertisement provider having full control over maintaining the content stored (generating and deleting advertisements) in the content database.).

8. Regarding claim 4, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values (Angles, col. 15, line 65 – col. 16, line 7).

9. Regarding claim 5, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of male users and the number of female users who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

10. Regarding claim 6, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

11. Regarding claim 7, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 4, lines 17-20, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

12. Regarding claim 8, Angles, Prust and Cunningham teach wherein said content managing portion counts the clicked data and time of each content copied or linked to each user area and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

13. Regarding claim 10, Angles teaches a content managing apparatus, comprising:

a content library for storing files of a plurality of contents provided by a content provider (Angles, figure 4, item 70);

a library managing unit which manages said content library (Angles, figure 4, item 18);

Angles teaches in column 14, lines 23-26 the advertisement provider computer having registration capabilities. The registration steps include obtaining information pertaining to users and storing this information about the user in a database utilizing a registration module. Angles teaches information being stored which is related to a user but does not explicitly teach (a) the ability to "store specific files for the user in an area assigned to each user." Angles teaches a method for statistics gathering wherein Angles utilizes an accounting database which tracks how often content is used (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7) but does not teach "the

total period for which each content was stored in each user area is determined and a database containing the counted values is created."

(a) In related art, Prust teaches on the ability to store specific files for the user in an area assigned to each user wherein Prust teaches a method for providing a remote storage area specifically for users in a computer networking environment wherein it would be considered desirable to store files remotely. The remote storage device disclosed by Prust is divided so that each user is assigned a specific storage area. The user is then able to access the remote storage from different locations over a network communication line from a user terminal. The user is also able to copy and store data files in their storage area (Prust, column 1, lines 30-37). These aspects of Prust teach on the limitations of customer file storing and managing means and the communication of a user with a content managing portion over a network. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to provide a "customer file storing means" (remote storage area) as disclosed by Prust, in combination with the registration and user database as disclosed by Angles. One of ordinary skill in the art would have been motivated to make such a combination because of the benefit of being able to access data files from different locations (remote access). The combination of Angles and Prust teach on the content managing portion being operated remotely by a terminal unit of a user (fig. 1, items 12 and 14) so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user (Angles, col. 8, ll. 34-42, the requesting of content; Prust, col. 1, ll. 30-37).

Angles and Prust teach a method for statistics gathering wherein Angles utilizes an accounting database which tracks how often content is used (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7) and when in combination with Prust as outlined above teaches on the content which is either stored or linked to a storage area (Prust, col. 1, ll. 30-37).

(b) In related art, Cunningham teaches the utilization of an ad information table used in conjunction with an advertisement pool that stores advertisements that are shown to a client (col. 10, ll. 58-66). Cunningham teaches the replacement of oldest content first and tracks the time content is stored by at least knowing the age of content in the ad pool in order to know which content is considered the oldest (col. 10, line 62 – col. 11, line 3), and therefore teaches within the scope of the "managing portion determines the total period for which each content was stored or linked in each user area." Cunningham teaches further the "database containing the determined values" wherein Cunningham teaches the ad information table (col. 10, ll. 58-66). One or ordinary skill in the art at the time of the applicant's invention would have found it obvious to combine the utilization of an ad information table as taught by Cunningham with the content providing and user area as taught by Angles and Prust. One of ordinary skill would have been motivated to utilize the ad table taught by Cunningham wherein Cunningham teaches the need for ads targeted at users that will hold the interest and attention and alos ensure a fresh supply of advertisements (col. 3, ll. 3-10).

14. Regarding claim 11, Angles, Prust and Cunningham teach the content being advertisements (Angles, col. 2, lines 49-51).

15. Regarding claim 12, Angles, Prust and Cunningham teach the content managing system wherein the content provider can freely change, replace, and delete the file of a content provided to said content library (Angles, col. 13, lines 21-23 and col. 15, lines 20-42, Angles discloses the advertisement provider having full control over maintaining the content stored (generating and deleting advertisements) in the content database.).

16. Regarding claim 13, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values (Angles, col. 15, line 65 – col. 16, line 7).

17. Regarding claim 14, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of male users and the number of female users who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

18. Regarding claim 15, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

19. Regarding claim 16, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 4, lines 17-20, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

20. Regarding claim 17, Angles, Prust and Cunningham teach wherein said content managing portion counts the clicked data and time of each content copied or linked to each user area and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

21. Regarding claim 19, Angles teaches a content managing method comprising the steps of:

a library for storing the files of a plurality of contents provided by a content provider (Angles, figure 4, item 70);

library managing means for managing said content library (Angles, figure 4, item 18);

Angles teaches in column 14, lines 23-26 the advertisement provider computer having registration capabilities. The registration steps include obtaining information pertaining to users and storing this information about the user in a database utilizing a registration module. Angles teaches information being stored which is related to a user but does not explicitly teach (a) the ability to "store specific files for the user in an area assigned to each user." Angles teaches a method for statistics gathering wherein Angles utilizes an accounting database which tracks how often content is used (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7) but does not teach "the total period for which each content was stored in each user area is determined and a database containing the counted values is created."

(a) In related art, Prust teaches on the ability to store specific files for the user in an area assigned to each user wherein Prust teaches a method for providing a remote

storage area specifically for users in a computer networking environment wherein it would be considered desirable to store files remotely. The remote storage device disclosed by Prust is divided so that each user is assigned a specific storage area. The user is then able to access the remote storage from different locations over a network communication line from a user terminal. The user is also able to copy and store data files in their storage area (Prust, column 1, lines 30-37). These aspects of Prust teach on the limitations of customer file storing and managing means and the communication of a user with a content managing portion over a network. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to provide a "customer file storing means" (remote storage area) as disclosed by Prust, in combination with the registration and user database as disclosed by Angles. One of ordinary skill in the art would have been motivated to make such a combination because of the benefit of being able to access data files from different locations (remote access). The combination of Angles and Prust teach on the content managing portion being operated remotely by a terminal unit of a user (fig. 1, items 12 and 14) so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user (Angles, col. 8, ll. 34-42, the requesting of content; Prust, col. 1, ll. 30-37). Angles and Prust teach a method for statistics gathering wherein Angles utilizes an accounting database which tracks how often content is used (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7) and when in combination with Prust as

outlined above teaches on the content which is either stored or linked to a storage area (Prust, col. 1, ll. 30-37).

(b) In related art, Cunningham teaches the utilization of an ad information table used in conjunction with an advertisement pool that stores advertisements that are shown to a client (col. 10, ll. 58-66). Cunningham teaches the replacement of oldest content first and tracks the time content is stored by at least knowing the age of content in the ad pool in order to know which content is considered the oldest (col. 10, line 62 – col. 11, line 3), and therefore teaches within the scope of the "managing portion counts the period for which each content was stored or linked in each user area." Cunningham teaches further the "database containing the counted values" wherein Cunningham teaches the ad information table (col. 10, ll. 58-66). One or ordinary skill in the art at the time of the applicant's invention would have found it obvious to combine the utilization of an ad information table as taught by Cunningham with the content providing and user area as taught by Angles and Prust. One of ordinary skill would have been motivated to utilize the ad table taught by Cunningham wherein Cunningham teaches the need for ads targeted at users that will hold the interest and attention and alos ensure a fresh supply of advertisements (col. 3, ll. 3-10).

22. Regarding claim 20, Angles, Prust and Cunningham teach the content being advertisements (Angles, col. 2, lines 49-51).

23. Regarding claim 21, Angles, Prust and Cunningham teach the content managing system wherein the content provider can freely change, replace, and delete the file of a content provided to said content library (Angles, col. 13, lines 21-23 and col. 15, lines

20-42, Angles discloses the advertisement provider having full control over maintaining the content stored (generating and deleting advertisements) in the content database.).

24. Regarding claim 22, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values (Angles, col. 15, line 65 – col. 16, line 7).

25. Regarding claim 23, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of male users and the number of female users who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

26. Regarding claim 24, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

27. Regarding claim 25, Angles, Prust and Cunningham teach wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values (see Angles, col. 4, lines 17-20, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

28. Regarding claim 26, Angles, Prust and Cunningham teach wherein said content managing portion counts the clicked data and time of each content copied or linked to each user area and creates a database containing the counted values (see Angles, col. 14, lines 19-23 and col. 15, line 65 – col. 16, line 7).

Response to Arguments

29. Applicant's arguments filed 10 August 2009 have been fully considered but they are not persuasive.

Claims 1-8, 10-17 and 19-26

30. With respect to the rejection of independent claims 1, 10 and 19 under 35 USC 103(a) as being unpatentable over Angles et al. (US 5,933,811), Prust (US 6,735,623) and Cunningham (US 7,353,267), applicant argues that the cited prior art does not disclose anything pertaining to "determining and storing any total period, much less determining the total period for which each content was stored or linked in each user area and **creating a database containing the determined value**."

The examiner respectfully disagrees. As set forth in the rejection, Cunningham teaches the determination of a value, specifically a time value, pertaining to how long data, or content as claimed, has been stored in a certain location, in this case a user area. Cunningham is not relied upon for teaching the claimed aspect of a user area. Prust, in column 1, lines 30-37, teaches a method to store specific files for a user in an area assigned to each user and further teaches a method for providing a remote storage area specifically for users in a computer networking environment wherein it would be considered desirable to store files remotely. The remote storage device taught by Prust is divided so that each user is assigned a specific storage area. The user is then able to access the remote storage from different locations over a network communication line from any desired user terminal. The user is also able to copy and store data files in their storage area. With respect to the creation of a database to store

period values, Cunningham teaches in column 10, lines 58-66 the utilization of an ad information table which stores information directly related to an advertisement pool storage area that stores advertisements that are shown to a client. Further, Cunningham teaches in column 10, line 62 thru column 11, line 3 the tracking of time with respect to knowing the age of content within the advertisement pool. The age of content is necessary so the ad information table will know which advertisement content is indeed the oldest advertisement content. Without this data, the method taught by Cunningham would not work as intended. Examiner therefore submits, as set forth in the above rejection, that the combination of Prust and Cunningham teaches the claimed aspects of "said content managing portion determines the total period for which each content was stored or linked in each user area and creates a database containing the determined value." Independent claim 10 and 18 recite similar limitations as claim 1 and therefore remain rejected as set forth above.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Benjamin Ailes whose telephone number is (571)272-3899. The examiner can normally be reached Monday-Friday, IFP Hoteling schedule.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Caldwell can be reached on 571-272-3868. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/B. A. A./
Examiner, Art Unit 2442

/Andrew Caldwell/
Supervisory Patent Examiner, Art Unit 2442